

PROMOTION APPROVAL

Promotion: BASIC Summer Wear - 1 Carton with Incentive

Retail Dates: July

Brand Manager: Arun Sinha

Brand Project Manager: Nichelle Nicholes

Program Objective :

To gain retail visibility, increase brand awareness and reward carton purchasers by placing BASIC 30 and 60 deal floor displays in carton outlets.

Program Description/Execution:

- The consumer will receive **free shorts or t-shirt** with one carton purchase. The program will incorporate a bounce back offer for sweatshirts and sweatpants. The bounce back will also include a name generation device. Each 30 and 60 deal floor display will include One poster, two danglers, one static cling and 30 or 60 shorts/t-shirt kits.
- The 30 and 60 deal floor displays are not self-shippers and therefore should be shipped directly to retailers. A distributor assembly allowance of \$12/12M case will be available if needed.
- Assembled Display Dimensions:
60" H x 22" W x 11"D - 30 Deal 60 Deal dimensions (TBD)

Geography

This promotion is National in scope.

Trade Classes

This promotion is targeted for carton outlets. The 30 deal displays are targeted for mainstream outlets, i.e. supermarkets/grocery stores. The 60 deal displays are targeted for accounts with high CPW volume.

Special Instructions

Packing mix should reflect local market conditions.

Allocations/Rationale:

Allocations are based on percent contribution of the regions.

	30 Deal Display	T-Shirt/Short Kits	60 Deal Display	T-Shirt/Short Kits
Reg 1	2,000	60,000	800	48,000
Reg 2	5,500	165,000	2,000	120,000
Reg 3	3,500	105,000	700	42,000
Reg 4	6,500	195,000	2,000	120,000
Reg 5	3,000	75,000	800	48,000
Military			400	24,000
NYO	2,000	75,000	800	48,000
Total	22,500	675,000	7,500	450,000

Clearance / Execution Approval

Brand VP _____

VPRS Region 1 _____

M. Suter _____

VPRS Region 2 _____

V. Murphy _____

VPRS Region 3 _____

R. Huckfeldt _____

VPRS Region 4 _____

C. Johnson _____

VPRS Region 5 _____

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